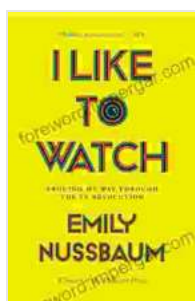


Arguing My Way Through the TV Revolution: A Journey from Network Executive to Independent Producer

By Peter Tortorici

In his new book, 'Arguing My Way Through the TV Revolution,' veteran television executive Peter Tortorici shares his firsthand account of the industry's transformation from the golden age of network television to the current era of streaming dominance.



I Like to Watch: Arguing My Way Through the TV Revolution by Emily Nussbaum

★★★★☆ 4.5 out of 5

Language	: English
File size	: 1382 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 346 pages



Tortorici's career in television spans more than four decades, during which time he has held senior positions at some of the biggest names in the industry, including NBC, CBS, and Fox. He has been involved in the development and production of some of the most iconic television shows of all time, including 'Seinfeld,' 'Friends,' and 'The West Wing.'

In 'Arguing My Way Through the TV Revolution,' Tortorici provides a unique insider's perspective on the seismic changes that have rocked the television industry in recent years. He discusses the rise of streaming services, the decline of traditional networks, and the growing importance of independent producers.

Tortorici also shares his insights on the art of negotiation, which he believes is essential for success in the television industry. He offers practical advice on how to develop a strong negotiating position, build relationships with key decision-makers, and close deals that benefit all parties involved.

'Arguing My Way Through the TV Revolution' is an essential read for anyone interested in the history of television, the future of the industry, or the art of negotiation. Tortorici's insights are invaluable for both aspiring and experienced television professionals alike.

Reviews

"Peter Tortorici has written a fascinating and informative book about the evolution of the television industry. His insights are invaluable for anyone who wants to understand the past, present, and future of this dynamic business." - **Brian Stelter, CNN Chief Media Correspondent**

"Tortorici's book is a must-read for anyone interested in the television industry. His firsthand account of the industry's transformation is both insightful and entertaining." - **Variety**

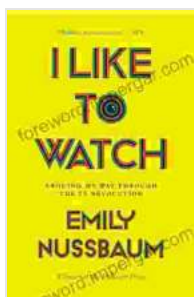
"Arguing My Way Through the TV Revolution is a valuable resource for anyone who wants to succeed in the television industry. Tortorici's advice on negotiation is particularly helpful." - **The Hollywood Reporter**

About the Author

Peter Tortorici is a veteran television executive with more than four decades of experience in the industry. He has held senior positions at NBC, CBS, and Fox, and has been involved in the development and production of some of the most iconic television shows of all time, including 'Seinfeld,' 'Friends,' and 'The West Wing.' Tortorici is currently the CEO of his own production company, Tortorici Productions.

Free Download Your Copy Today!

Arguing My Way Through the TV Revolution is available now from all major booksellers. Free Download your copy today and get a firsthand account of the television industry's transformation from one of the industry's most respected executives.



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